

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Administrative Office	(2) MEETING DATE 12/11/2012	(3) CONTACT/PHONE Nikki J. Schmidt (805) 781-5496	
(4) SUBJECT Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to approve an advertising contract/insertion order in the amount of \$80,500 with US Airways Magazine for a 23-page custom editorial feature to be published in March 2013.			
(5) RECOMMENDED ACTION It is recommended that your Board approve the advertising contract/insertion order in the amount of \$80,500 with US Airways Magazine.			
(6) FUNDING SOURCE(S) Business Improvement District Assessments	(7) CURRENT YEAR FINANCIAL IMPACT \$0.00	(8) ANNUAL FINANCIAL IMPACT \$0.00	(9) BUDGETED? Yes
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. _____) <input type="checkbox"/> Board Business (Time Est. _____)			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) N/A		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: N/A <input type="checkbox"/> 4/5th's Vote Required <input checked="" type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A Date _____	
(17) ADMINISTRATIVE OFFICE REVIEW 			
(18) SUPERVISOR DISTRICT(S) District 2 - District 3 - District 4 -			

County of San Luis Obispo



TO: Board of Supervisors

FROM: Nikki J. Schmidt, Administrative Analyst

DATE: 12/11/2012

SUBJECT: Request by the San Luis Obispo County Tourism Business Improvement District (CBID) to approve an advertising contract/insertion order in the amount of \$80,500 with US Airways Magazine for a 23-page custom editorial feature to be published in March 2013.

RECOMMENDATION

It is recommended that your Board approve the advertising contract/insertion order in the amount of \$80,500 with US Airways Magazine.

DISCUSSION

The San Luis Obispo County Tourism Business Improvement District (CBID) was established *"to provide revenue to defray the costs of services, activities and programs promoting tourism which will benefit the operators of lodging businesses in the District through the promotion of scenic, recreational, cultural and other attractions in the District as a tourist destination"*.

Since the District's formation in 2009, the CBID Advisory Board developed and implemented a marketing plan, the WineCoastCountry web site, participated in events like Savor the Central Coast and sponsored various shoulder season (November-June) marketing campaigns. Additionally, the District has partnered with organizations, such as the San Luis Obispo County Visitors and Conference Bureau, Heart Castle, and the Tribune, to market, promote and advertise the CBID region. In September, the District launched the Discovery Route – 10 Destinations, 1 Fantastic Vacation campaign. This campaign focuses on a 101 mile route (similar to the Pebble Beach 17-mile Drive) through the ten regions of the CBID.

One of the cooperative campaigns the District participated in was a pictorial and editorial feature in US Airways Magazine in April 2011. The 24-page feature included information, pictures and advertisements from throughout the entire County. At the launch of the Discovery Route campaign, the publishers of US Airways expressed interest in doing another an editorial feature specifically on the Discovery Route and the places and events happening along it.

The cost is \$3,500 per page. The CBID Advisory Board (funding 6 pages) and each local area advisory board (each funding between 1 and 3 pages) have approved participating in this unique marketing campaign. It is an excellent marketing opportunity for the District. The marketing reach of US Airways Magazine is huge. The airline serves approximately 80 million passengers a year with 3,200 flights per day to more than 200 communities, domestic and international. With over 325,000 magazines printed each month, and over 3,000,000 monthly passengers, US Airways reaches regional, national and international travelers.

The CBID Advisory Board and the local area advisory boards recommend that the Board approve the advertising contract/insertion order in the amount of \$80,500.

OTHER AGENCY INVOLVEMENT/IMPACT

The CBID Advisory Board along with each local area advisory board has approved participating in the March 2013 US Airways feature article. Each advisory board will work with US Airways Magazine staff to develop the content of the feature. County Counsel has approved the advertising contract/insertion order for form and legal effect.

FINANCIAL CONSIDERATIONS

A total of 23 pages have been approved by the CBID Advisor Board and local area advisor boards. The total cost is \$80,500 (\$3,500 per page) which will be funded entirely from business improvement district assessments. No General Fund dollars will be used.

RESULTS

As a facilitator of a requested program, the County has not established performance criteria beyond the legal contractual obligations to expend the funds for identified purposes. The onus is on the designated contractors that are selected by the CBID Advisory to meet the expectations of the lodging business owners paying the assessment. The CBID Advisory Board will track the results of this advertising.

ATTACHMENTS

1. US Airways Advertising Contract/Insertion Order
2. US Airways proposal
3. Discovery Route Map
4. US Airways Magazine feature April 2011